

**MKT 7500 INTERNATIONAL MARKETING STRATEGY MIDTERM EXAM
STUDY QUESTIONS**

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1. We discussed in class Takeuchi and Porter's conceptualization of the three roles international marketing might play in setting and executing global strategy. Take a product or service with which you are familiar and discuss how these roles might help you frame and execute a global strategy.
2. We discussed in class a three-stage approach to internationalization (initial market entry, local market expansion, globalization). We applied this theory to our discussion of the Komatsu, Gallo Rice, and the Mastercard cases. In the context of any (or all) of these cases, or a product or service with which you are familiar, discuss the likely triggers in each phase and the different behavior patterns these triggers might inspire during the internationalization process (e.g., market seeking behavior in one phase, efficiency seeking in another, partner seeking in yet another, etc.)
3. What are the arguments for and against standardization vs. adaptation of marketing strategy across markets? Take a product or service with which you are familiar and explain how standardization, adaptation, or a hybrid of these two approaches might be appropriate.
4. As discussed in class, when we conduct cross-national consumer behavior research, we hope to learn about the similarities and differences among markets in fundamental personal (psychological) and interpersonal (sociological) processes that govern consumers' purchase behavior. Take any product or service with which you are familiar, and discuss how the psychological and sociological variables you choose to use in your analysis might be used in designing and executing marketing strategy.
5. Marketing research is a key component of strategy formulation in international marketing. In conducting cross-national research, however, we face many methodological problems. These include, among other things, establishing construct, instrument, and scale equivalence, and assuring measure equivalence (reliability and validity, for example). Discuss any two of these methodological problems and how we might cope with them.
6. Tracing the life cycle of a product or service with which you are familiar, explain how cultural competency might enhance the firm's globalization efforts. You might want to draw from our discussions of the Gallo Rice and the Master Card cases in class.
7. We discussed a three-stage approach to market opportunity assessment in class (choice of country or region, choice of partner, and structuring the relationship). Discuss how the interrelationships among these might help us assess opportunities in world markets.
8. In the new world economy envisioned by Ohmae, globalization has led to a) converging consumer needs and tastes, lifestyles and aspirations, and purchase and consumption patterns; b) a triad where increased levels of global trade and investment are increasingly shared by Western Europe, the US and Japan, and the emergence of "glocalization" (think global, act local) as the governing focus of global marketing strategy. Ohmae's world also envisions strategic alliances (often with most relevant competitors), sharpened skills in organizing and managing in a culturally diverse environment, increasing need for continuous product and service innovations and competencies in managing portfolios of competencies, markets, and relationships. Select a product or service with which you are familiar and based on our class discussions and your reading of the text and readings, write an essay on how you would manage the global marketing function in Ohmae's world. Sprinkle your essay with illustrative examples where appropriate.